

## PERSONAL, FAST, COURTEOUS AND UNDERSTANDABLE RESPONSE TO CUSTOMER REQUESTS (INBOUND)

### Percent of overall customer satisfaction-5a

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Manager

#### Purpose of the Measure:

This measure tracks MoDOT's progress toward the mission of delighting its customers.

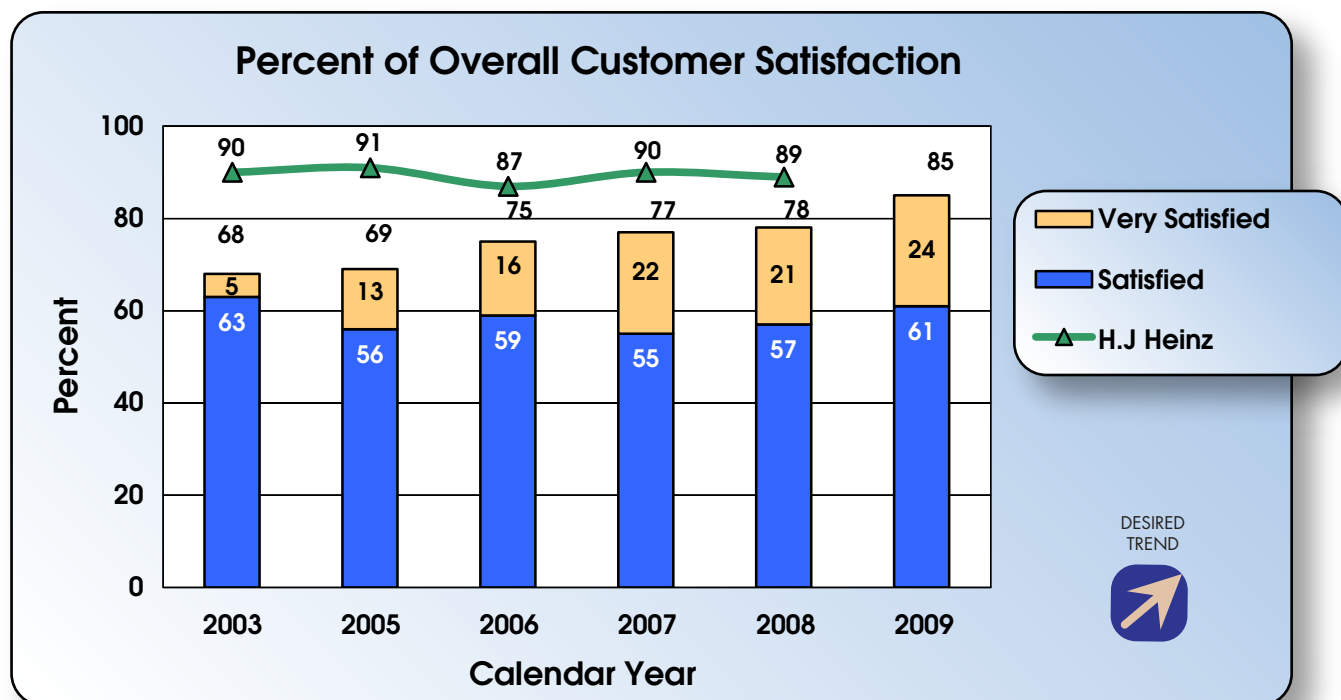
#### Measurement and Data Collection:

This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. MoDOT is using H.J. Heinz as the benchmark for this measure. Based on information compiled by the American Customer Satisfaction Index, Heinz has the highest customer satisfaction rate – 89 percent – out of the 200 companies and government agencies that the ACSI scores.

#### Improvement Status:

MoDOT is nearing the national benchmark for customer satisfaction. A total of 85 percent of

Missourians are satisfied with MoDOT, a 7 percent increase from last year and a dramatic 21 percent increase in just 10 years. MoDOT's customer satisfaction is just four percentage points below H.J. Heinz, the national benchmark. The percentage of people who are very satisfied with MoDOT rose to 24 percent in 2009, up from 21 percent last year and 5 percent in 2003. In the past year, those who reported being dissatisfied with MoDOT dropped from 23 percent to 15 percent, an 8 percent decrease. The increase in customer satisfaction is likely attributed to MoDOT's efforts to improve road conditions, decrease highway fatalities, bring projects in on time and within budget, be open and transparent and provide timely, accurate and understandable information.



## PERSONAL, FAST, COURTEOUS AND UNDERSTANDABLE RESPONSE TO CUSTOMER REQUESTS (INBOUND)

### Percent of customers who contacted MoDOT that felt they were responded to quickly and courteously with an understandable response-5b

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Manager

#### Purpose of the Measure:

This measure indicates whether customers are comfortable with the speed, courtesy and clarity of MoDOT customer service.

#### Measurement and Data Collection:

Customers who contact MoDOT Customer Service Centers are asked to complete a short telephone survey when their business with the customer service representatives is complete. Callers who agree are forwarded to an automated survey that asks three “yes or no” questions on the timeliness, accuracy and courtesy of the call.

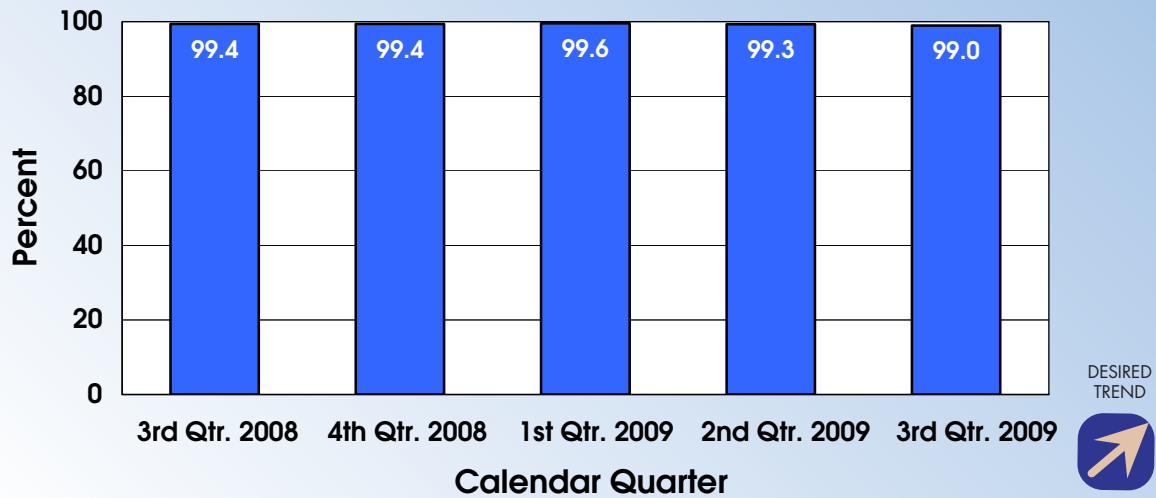
#### Improvement Status:

The percentage of customers that feels they received prompt, courteous and understandable service is just shy of 100 percent. Based on 5,963 surveys, 97 percent felt they were responded to quickly; 99 percent felt they were treated courteously and 98 percent felt the response they received was understandable. MoDOT customer service representatives continue to do an outstanding job in providing a positive first point of contact for MoDOT.

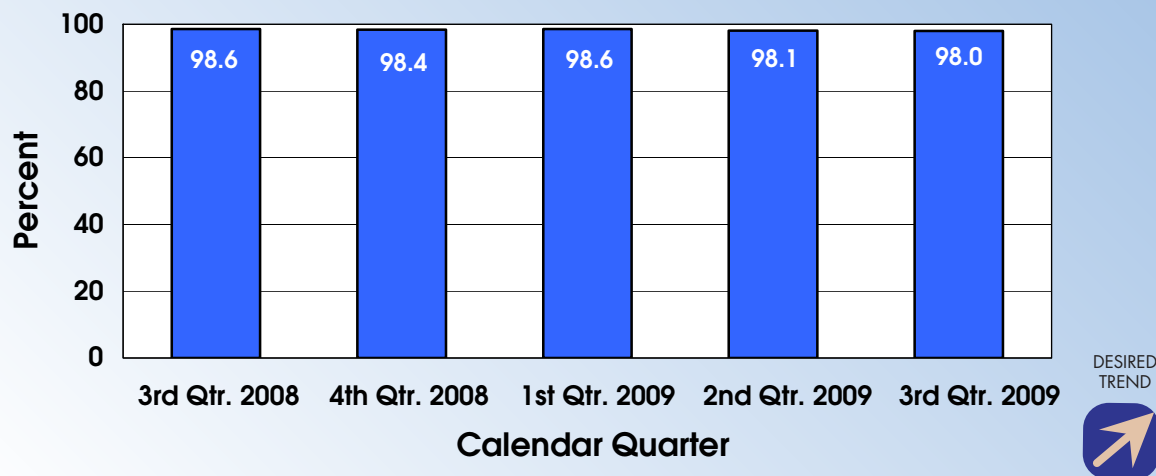


## PERSONAL, FAST, COURTEOUS AND UNDERSTANDABLE RESPONSE TO CUSTOMER REQUESTS (INBOUND)

**Percent of Customers Who Contacted MoDOT That Felt They Were Responded To In a Personal and Courteous Manner**



**Percent of Customers Who Contacted MoDOT That Understood the Response Given**



## PERSONAL, FAST, COURTEOUS AND UNDERSTANDABLE RESPONSE TO CUSTOMER REQUESTS (INBOUND)

### Percent of documented customer requests responded to within 24 hours-5c

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Manager

#### Purpose of the Measure:

This measure tracks how quickly MoDOT responds to customer requests through the customer service centers.

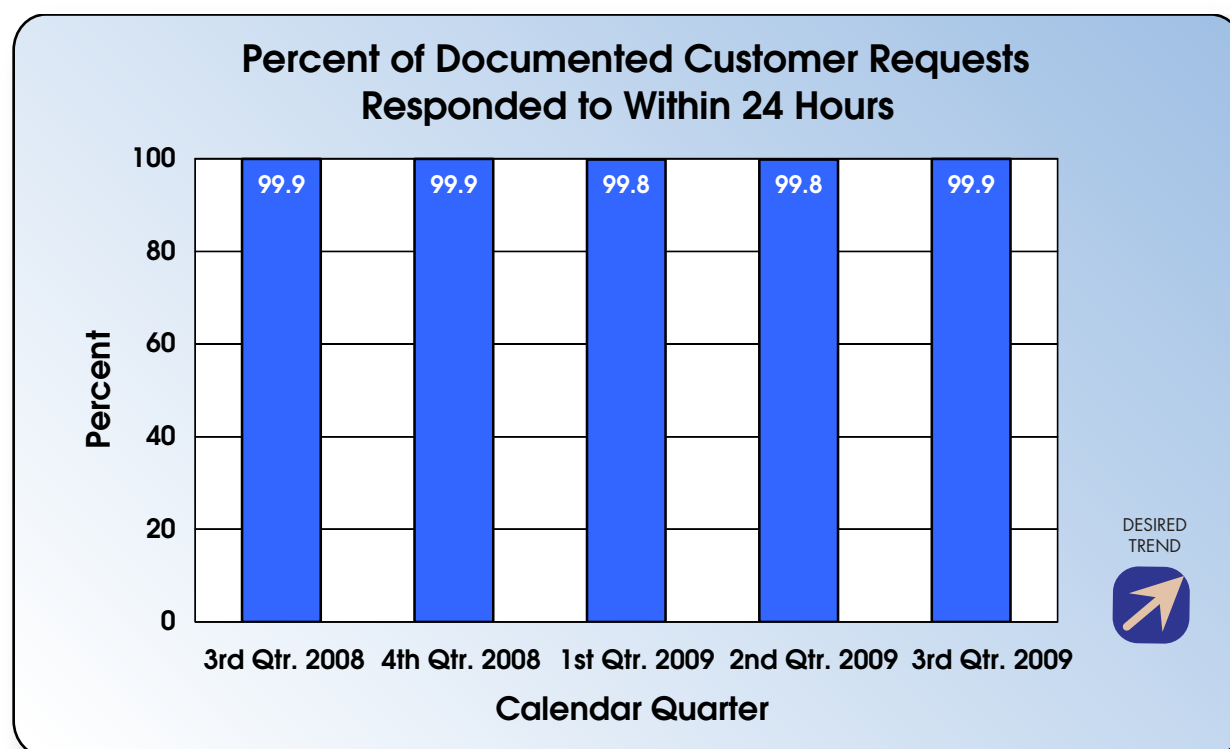
including basic phone call transfers, questions, or requests for general information; these routine contacts are not documented here.

#### Measurement and Data Collection:

This information comes from the customer service database, where customer requests requiring follow-up are documented from the time the call comes in until the request is responded to. This may include requests for signs, traffic signal review, pothole patching or work zone congestion. Almost all customer requests are responded to immediately,

#### Improvement Status:

Virtually 100 percent of customer requests in the third quarter of 2009 were responded to within 24 hours. This number remains consistently high across the board since we first began tracking the data. The number of customer requests in the third quarter held steady at 7,030.



## PERSONAL, FAST, COURTEOUS AND UNDERSTANDABLE RESPONSE TO CUSTOMER REQUESTS (INBOUND)

### Average completion time on requests requiring follow up-5d

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Manager

#### Purpose of the Measure:

This measure tracks MoDOT's responsiveness to customer inquiries that are received through the customer service centers and documented in the database.

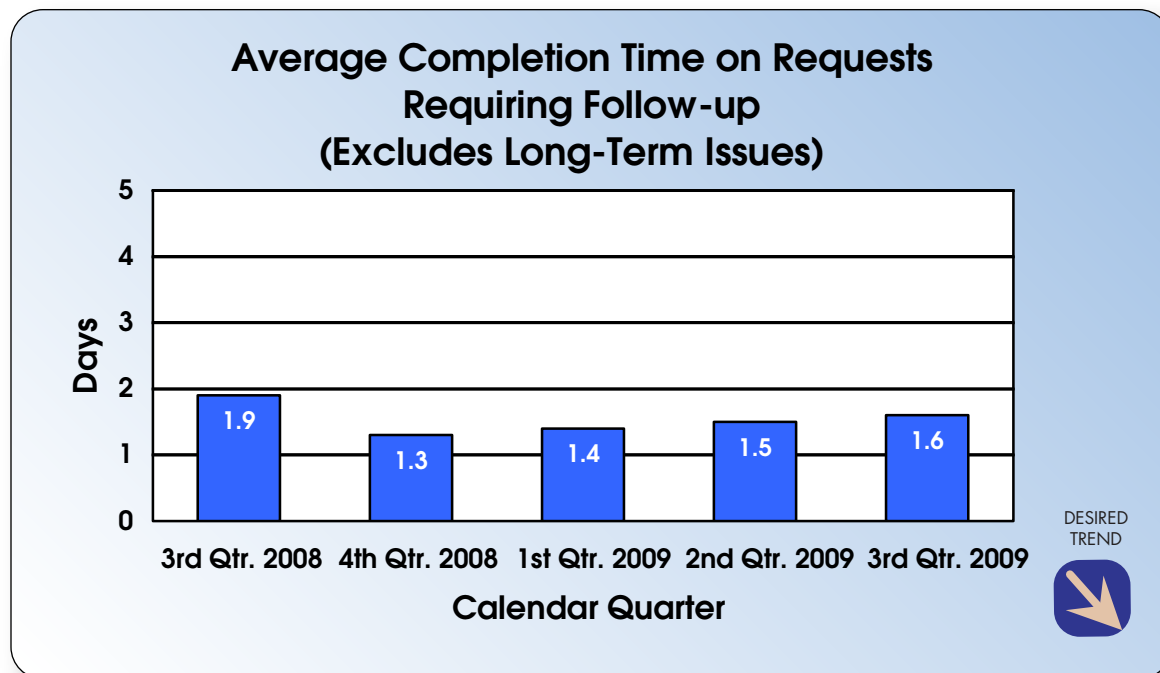
longer-term requests would skew the overall results. Time is measured in working days; weekends and holidays are excluded.

#### Measurement and Data Collection:

Customer requests in the customer service database are tracked for average completion time. Longer-term requests that require more than 30 days to complete are removed from the results because

#### Improvement Status:

On average, customer requests in the third quarter of 2009 were completed in 1.6 days, a slight increase from last quarter, but lower than the third quarter of 2008. The number of customer requests this quarter held steady at 7,030.



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